

# **Springfield Strategic Plan**

## **Global Perspective and Diversity Planning Committee Chapter**

**Updated October 31, 2010**

### **Vision, Themes, Input, and Inter-relationships**

The planning committee's vision for the Springfield metropolitan community in the year 2030 as it relates to the committee's planning topic:

*A welcoming community that celebrates our similarities as well as our differences by:*

1. *Valuing a commitment to service and economic prosperity;*
2. *Through innovation and creativity;*
3. *With knowledge and leadership;*
4. *That improves the quality of life for all.*

Each planning committee is asked to conduct its planning with the following four cross-chapter themes in mind and respond to the following questions:

- Regionalism – Consider how the committee's recommendations support a regional focus; how the Springfield metropolitan area can be a better "citizen of the region" by working with Greene County, surrounding cities, and southwest Missouri.
- Sustainability – Consider how the committee's recommendations support energy efficiency, recycling, low-impact construction, and other measures of sustainability.
- Minimize Poverty – Consider how the committee's recommendations address our community's poverty problem.
- Civic Engagement – Consider how the committee's recommendations increase the level and breadth of civic engagement within the community.

## Template B – Five-Year Goals, Performance Measures, and Budgets

Year (1-5): Implement Year One - 2011

### I. **Major Goal: To have a mission statement that emphasizes and promotes diversity for the City of Springfield.**

Assumptions: Diversity is broadly defined and benefits the community as a whole.

#### 1. Objective: Establish a contemporary and viable mission statement

Responsible Group: Mayor and City Council to promulgate the policy and the City Manager to implement and promote the new mission throughout the City of Springfield

#### 2. Objective: Market the new mission statement locally, nationally, and internationally.

Responsible Group: City of Springfield, Greene County, City Utilities, Chamber of Commerce, Springfield Public Schools, Springfield Sister Cities Association, All Higher Education Institutions, Faith-Based and Community Based Organizations and others as deemed necessary

Proposed Performance Measure(s):

- By approval of Mayor and City Council of the mission statement.
- Seeing the mission statement marketed in various publications.
- Measures to track the community's level of diversity over time:
  - Diversity Data Project – the information below can serve as a baseline for statistical measurement\*\*
  - Census data
  - City Utilities (see if they can track this data)
  - Springfield Public Schools, Colleges and Universities (most track this info now)
  - Chamber of Commerce (they may have an element to track to share with potential businesses)

Estimated Cost to Achieve Goal: \$ \_\_\_\_\_ \*

One-Time Cost: \$ \_\_\_\_\_ \*

Ongoing Cost: \$ \_\_\_\_\_ \*

Proposed Funding Source(s):

\*Minimal cost because City of Springfield currently publicizes information and this new statement would be part of updates to current publications. There may be a cost to change some existing forms used by the proposed statistical data collectors identified above)

**\*\*** The DiversityData project identifies metropolitan area indicators of diversity, opportunity, quality of life and health for various racial and ethnic population groups. Their website is available to a wide variety of potential users interested in describing, profiling and ranking U.S. metros in terms of quality of life. The indicators provide a scorecard on diversity and opportunity, and allow researchers, policymakers and community advocates to compare metro areas and to help them advocate for policy action and social change.

The choice of indicators was grounded in recent work on urban inequality and health inequality, which points to the significance of racial/ethnic disparities in health, educational, employment and housing opportunities across metro areas.

The project challenges urban researchers, policymakers and activists to define quality of life and health broadly -- to include opportunities for good schools, housing, jobs, wages, health and social services, and safe neighborhoods -- to compare achievement across metros, and to make continuous changes to keep metropolitan life healthy for all populations. Public policies may enhance or harm the well-being of diverse populations. Important policy areas include neighborhood integration, residential mobility, anti-discrimination in housing, urban renewal, school quality and economic opportunities.

The DiversityData project is supported by the W.K. Kellogg Foundation.

### Springfield, MO: Summary Profile

POPULATION DEMOGRAPHICS AND DIVERSITY:		
Population		
	2000	2009
Metro Area	369,775	430,900

**Definition:** Resident Population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates.

**Source:** U.S. Census Bureau. Annual County Resident Population Estimates by Age, Sex, Race, and Hispanic Origin: April 1, 2000 to July 1, 2009.

## POPULATION DEMOGRAPHICS AND DIVERSITY:

### Population by Race/Ethnicity

	2000	2009
Hispanic	6,089	10,758
Non-Hispanic American Indian	2,287	2,649
Non-Hispanic Asian/Pac. Islander	3,271	4,281
Non-Hispanic Black	6,093	9,087
Non-Hispanic Multi-Racial	4,578	6,463
Non-Hispanic White	347,457	397,662

**Definition:** Resident population by race and ethnicity. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates. **Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.

## POPULATION DEMOGRAPHICS AND DIVERSITY:

### Share of Population by Race/Ethnicity

	2000	2009
Hispanic	1.6%	2.5%
Non-Hispanic American Indian	0.6%	0.6%
Non-Hispanic Asian/Pac. Islander	0.9%	1.0%
Non-Hispanic Black	1.6%	2.1%
Non-Hispanic Multi-Racial	1.2%	1.5%
Non-Hispanic White	94.0%	92.3%

**Definition:** Specified race/ethnicity's share of the total population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates. **Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.

## POPULATION DEMOGRAPHICS AND DIVERSITY:

### Percent Change in Population

	2000-2009
Metro Area	16.5%

**Definition:** Percent change in the population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates. **Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.

**POPULATION DEMOGRAPHICS AND DIVERSITY:**

Percent Change in Population by Race/Ethnicity (2000-2009)

Metro Area	
Hispanic	76.7%
Non-Hispanic American Indian	15.8%
Non-Hispanic Asian/Pac. Islander	30.9%
Non-Hispanic Black	49.1%
Non-Hispanic Multi-Racial	41.2%
Non-Hispanic White	14.4%

**Definition:** Percent change in the population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates.

## Template B – Five-Year Goals, Performance Measures, and Budgets

Year (1-5): Year One through Five (2011 to 2015)

### II. Major Goal: Move towards inclusiveness and create an environment that retains college graduates and young professionals.

Assumptions: Increased opportunities for:

- Growth of the population by families relocating to Springfield
- Economic development in Springfield
- Global networking

#### 1. Objective: Promote a holistic definition for diversity

Goal	Action Steps	Cost	Responsible Group(s)
Recognize that diversity includes a variety of factors (e.g., age, ethnic groups, gender, geographic regions, individuals who are differently-abled, sexual orientation, religion and socioeconomic status).	<ul style="list-style-type: none"> <li>• Promote multiple images of diversity in all programming, advertising, billboards, and especially, language.</li> <li>• Request City and SPS use images representing diversity in advertising and brochures</li> <li>• Provide training to key leaders, middle management, and general population</li> <li>• Add sexual orientation/gender identity protection to employment, public accommodations, housing, and employment policies</li> </ul>		City of Springfield, Mayor's Commission on Human Rights, Chamber of Commerce, Springfield Public Schools, Springfield Police Department, Springfield Fire Department, area churches and area universities

#### 2. Objective: Promote the development of proactive language and opportunities.

Goal	Action Steps	Cost	Responsible Group(s)
<u>Language</u> Recognize the changing demographics of the area. The focus is not on composition or proportion, but on the quality of life enhanced by diverse populations.	<u>Language</u> <ul style="list-style-type: none"> <li>• Use of the phrase "culturally diverse populations" instead of minorities.</li> <li>• Support Good Community's Civility Project and similar efforts aiming for the transformation of how the community speaks about diversity.</li> </ul>		City of Springfield, Mayor's Commission on Human Rights, Chamber of Commerce, Springfield Public Schools, Springfield Police Department, Springfield Fire Department, area churches and area

<b>Opportunities</b> Help folks to recognize that differences matter in our culture, so that the difference between “equality” and “equity” is more understood. “Equality=everyone deserves shoes; Equity=everyone deserves shoes that fit.”	<b>Opportunities</b> <ul style="list-style-type: none"> <li>Educate community about the significance of social meanings of differences through conferences, community dialogues, and other events.</li> <li>Instead of treating everyone the same, strive to treat individuals with equity (fairness)</li> <li>Leadership Training</li> <li>Track and make known changing demographics</li> <li>Review and update policy on Disadvantaged business</li> </ul>		universities
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3. Objective: Transition theory into practice: “Value Diversity”

Goal	Action Steps	Cost	Responsible Group(s)
For every difference that makes us unique there are common bonds that join us together.	<ul style="list-style-type: none"> <li>Make concentrated efforts to include representatives from culturally diverse groups in activities/events.</li> <li>Strive for increased communication and understanding via opportunities for more two-way exchanges. (Such as ongoing community dialogues, town hall meetings, etc.)</li> <li>Seek input from Springfield Sister Cities Association on ways we can value diversity</li> <li>Make concentrated efforts to support various events in the community.</li> </ul>		Higher Education Consortium Springfield Sister Cities Association

4. Objective: Enhance existing marketing efforts to promote Springfield's diversity efforts.

Goal	Action Steps	Cost	Responsible Group(s)
Possible Theme: <i>"Springfield is a Great Place to Live, Work, Learn, and Play"</i>	<ul style="list-style-type: none"><li>• Use existing marketing outlets to promote cultural diversity in Springfield and attract others to Springfield.</li><li>• Recruit a marketing firm to develop a marketing plan for this specific purpose.</li><li>• Market within the Springfield area, Springfield Sister Cities Association and externally.</li></ul>		City of Springfield, Chamber of Commerce, Higher Education Springfield Sister Cities Association

Proposed Performance Measure(s):

- Implementation of action steps.
- Increased diversity.
- Increased use of proactive language.
- Marketing materials that represent Springfield's diversity.

Estimated Cost to Achieve Goal: \$ \_\_\_\_\_

One-Time Cost: \$ \_\_\_\_\_

Ongoing Cost: \$ \_\_\_\_\_

Proposed Funding Source(s):

Use existing resources and complement those resources with funding streams identified by the City of Springfield and the Chamber of Commerce that may include grants.

## Template B – Five-Year Goals, Performance Measures, and Budgets

Year (1-5): Year One to Year Two

### III. **Major Goal: Conduct a community assessment throughout the City of Springfield to identify existing diverse activities and coordinate and bring awareness to diverse activities in the community.**

Assumptions:

- An assessment of this nature has not been completed.
- There are diverse activities taking place in Springfield that everyone does not know about.
- Person hired to manage the community bulletin board is going to use media (e.g., social media, newspapers, internet) to expand the awareness of city/culture infused activities.
- An awareness of diverse activities does not currently exist.
- More people in the Springfield community will participate in diverse activities if they know about them

#### 1. Objective:

Include the following ethnic groups as well as their core educational focus to enable all ethnic groups to learn more about each other: Hispanic, Non-Hispanic American Indian, Non-Hispanic Asian/Pacific Islander, Non-Hispanic Black, Non-Hispanic Multi-Racial and Non-Hispanic White.

Responsible Group:

Assignment given to a college student working on their Master's Degree in the field of sociology, marketing or political science. Coordinate the needs assessment with Springfield's Visitor Bureau and the Library.

#### 2. Objective:

Utilize a proactive approach to advertising cultural events to the Springfield Community through a person employed with the appropriate entity.

Identify the funding needs for each diverse group to determine what is needed to make the event more functional.

Responsible Group: Chamber of Commerce

#### 3. Objective:

Identify the funding needs for each diverse group to determine what is needed to make the event more functional.

Responsible Group: Same as No 1.

#### 4. Objective:

Establish a position solely dedicated to the coordination and dissemination of information regarding events and activities. This position would be the clearinghouse

– the one stop entry to collect information and post the information using a variety of media techniques including social media. This position should reside within Parks and Recreation as the Springfield Community Outreach Diversity Coordinator.

5. Objective:

Create a community bulletin board to enhance awareness of Springfield area events with specific focus on events that promote diversity.

- Use the marketing plan and Visitor's Bureau to create and manage the community bulletin board.
- Use the community calendar to promote activities
- Create a monthly brochure of all Springfield events to bring awareness and increase participation in events.

Proposed Performance Measure(s):

- Increased participation by diverse community members in each other's activities
- Ability to effectively coordinate, promote and advertise all Springfield events.

Estimated Cost to Achieve Goal: \$25,000 to \$28,000 or appropriate salary for a dedicated position plus benefits.

One-Time Cost: \$ \_\_\_\_\_ \*

Ongoing Cost: \$25,000 to \$28,000 annually plus  
benefits \_\_\_\_\_ \*

Proposed Funding Source(s): A grant or funding identified by the City of Springfield and/or the Chamber of Commerce.

Responsible Group:

City of Springfield, Chamber of Commerce, Park Board, and Visitor's Bureau

## Template B – Five-Year Goals, Performance Measures, and Budgets

(Complete a Template B form for each major goal)

Year (1-5):

### **IV. Major Goal: Bring cohesiveness and some additional resources to the many ongoing but fragmented efforts aiming to promote the attractiveness and hospitality of Springfield to present and potential residents of diverse backgrounds.**

Assumptions:

Springfield's homogeneity has been repeatedly identified as a "red flag" in outside studies of our community's civic health and economic competitiveness.

#### 1. Objective:

To create the "Mary Jean Price Scholars" initiative to promote cohesiveness and maximize effectiveness by establishing a steering committee comprised of decision making stakeholder's representing the various institutions and organizations.

Responsible Group:

Chamber of Commerce, Higher Education and Springfield Public Schools

#### 2. Objective:

To continue administering the "Facing Racism Workshops"

Responsible Group:

City of Springfield and Chamber of Commerce

#### 3. Objective:

Create a combined marketing effort for Springfield Universities

Responsible Group:

City of Springfield, Chamber of Commerce and Springfield Universities

Proposed Performance Measure(s):

- a. Graduation and placement of Mary Jean Price Scholars
- b. Participation in workshop with feedback from participants that results into greater awareness and inclusiveness
- c. Marketing specifics

Estimated Cost to Achieve Goal: \$ \_\_\_\_\_

One-Time Cost: \$ \_\_\_\_\_

Ongoing Cost: \$ \_\_\_\_\_

Proposed Funding Source(s): Community Foundations

## Template B – Five-Year Goals, Performance Measures, and Budgets

(Complete a Template B form for each major goal)

Year (1-5): Year One to Five)

### **V. Major Goal: Have a major event that promotes diversity in Springfield that attracts Springfieldians and people outside of the community to Springfield.**

Assumptions:

- A larger number of Springfieldians will participate in major events that promote diversity.
- People outside of Springfield will come to major events that promote diversity.

#### 1. Objective:

Create an annual event that takes place over a weekend that promotes unity in the community with a headline artist and inclusiveness of historical Springfield culture as well as local businesses and diverse community.

Responsible Group: City of Springfield, MSU, Chamber of Commerce local organizations

#### 2. Objective:

Create annual Juneteenth celebration that promotes the freedoms and rights of all and address the 1906 lynching through art, song and dance with an essay contest at the local high schools to inspire a strong sense of community, resulting in greater community pride.

Responsible Group:

City of Springfield, Chamber of Commerce, Springfield Public Schools, Higher Education and local community and faith-based organizations

Proposed Performance Measure(s):

Attendance and participation at events.

Estimated Cost to Achieve Goal:

A group is currently working on the anticipated costs.

One-Time Cost:

\$ \_\_\_\_\_

Ongoing Cost:

\$ \_\_\_\_\_

Proposed Funding Source(s):

Corporate Sponsors, City of Springfield, Chamber of Commerce, Universities, Grants and ticket sales

## **Template C – Inter-relationships, Themes, and Volunteer Hours Invested**

(Complete one Template C form per committee at end of planning process)

This community planning process is placing an emphasis on analyzing the inter-relationships of the various plan topics (chapters). Each committee is asked to address how its plan recommendations inter-relate with the other planning topics. Please include a brief narrative that addresses how your committee's recommendations relate to the following planning topics:

- Arts, Culture, and Tourism – marketing elements and events promote art, culture and tourism. We can coordinate traditional Springfieldian ethnic themes, and diverse topics of focus and include ethnic and diverse festivals as a way to attract and demonstrate our support for diversity
- Early Childhood Development – Mary Jean Price Scholar
- Economic Development – educational and business opportunities
- Education and Workforce Development – educational and workforce opportunities
- Global Perspectives and Diversity – Our Charter
- Growth Management and Land Use – promotes attracting people to visit and reside in Springfield
- Housing – attracts people to reside in Springfield, which could lead to housing impacts
- Internal Organization – strong focus on existing Springfield populations and existing organizations
- Natural Environment – promotes outside events that take place in our natural surroundings
- Public Health – healthy climate enhancing civility reduces stress
- Public Safety – events take place in areas recognized by visioning teams to promote safe places for activities
- Recreation and Leisure – increases recreation and leisure opportunities

- Transportation – events and initiatives take place around Springfield that are accessible by most modes of transportation

Each committee was asked to develop its plan recommendations within the context of four cross-chapter themes. Please answer the following questions to indicate how the committee's planning addresses these four themes:

- Regionalism – How do the committee's recommendations support a regional focus; how can the Springfield metropolitan area be a better "citizen of the region" by working with Greene County, surrounding cities, and southwest Missouri?
  - All initiatives are inclusive of Greene County, surrounding cities and Springfield Sister Cities Association.
- Sustainability – How do the committee's recommendations support energy efficiency, recycling, low-impact construction, and other measures of sustainability?
  - All initiatives support developing plans using existing resources where possible and to have events and activities that can increase as the attendance and participation increases.
- Minimize Poverty – How do the committee's recommendations address our community's poverty problem?
  - Initiatives can create job opportunities, awareness of services available and help engage community members in activities that can help them move towards self sufficiency and participation in events that support their community.
- Civic Engagement – How do the committee's recommendations increase the level and breadth of civic engagement within the community?
  - All initiatives provide an opportunity for community members to become better engaged through inclusiveness.

Approximately how many volunteer hours has the planning committee invested in the development of this chapter?

40 hours